Importance and Marketing of e-learning for Global Utility and Excellence

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In higher education including professional education branches, the degrees certifying/ issuing units must function in conformity with the rules of law, nationally as well as internationally levels. E-learning has evolved rapidly in the recent changing market and it has maximized the synergies between lifelong learning and workforce productivity.

Major challenges before the higher education areas may be written in brief, as under-:
Q1.How to minimize the expenditures and maximize the functions areas in effective teaching-learning processes?
Q2.How to regulate, control and maintain positive bundles relating to extension of mod-pedagogy at national/international levels by e-learning tools and technologies?
Q3.How to share and distribute financial processes relating to marketing and promotion of e-learning in professional fields at national/international levels?

As per research paradigm, a sample of 100 professionals (50 Male and 50 Females) from various colleges, institutes and universities.
Various statistical tools including correlation, regression and t-test have been used to study selected variables. In the modern era our higher educational system must be improved or changed. The hypothesis of the research given by the researcher is as follows:

- Our existing traditional teaching learning methods are not found significant to satisfy modern needs of growing professional fields at national and international levels.

- Our experts teaching and conditioning methods are not functioning well due to extra-pressures on the higher educational system.

Introduction

Electronic learning, or e-learning, explains computer-enhanced learning or information technology influenced learning. It gives a feel to the learner of digital environment and it encompasses courses offered online, courses with face-to-face and online access to course materials, and courses provide access to online discussion forums, notes, and other course materials. E-learning is most suitable for distant learning and independent study, but can also be used in conjunction with in person teaching, which is referred to as "blended learning"

The importance of e-learning is growing in higher education. A report by DoceboE-Learning 'Market Trends &Forecast2014 - 2016 Report' states that e-learning makes the concept of education continuous and plays important role in framing many important strategies across the world. Even at professional and organisational level E-Learning proves to be an excellent way to achieve quality results in a short timeframe. The report says that there seems to be universal agreement that the worldwide E-Learning market will show fast and significant growth over the next three years. The worldwide market for Self-Paced E-Learning reached $35. 6 billion in 2011. The five-year compound annual growth rate is estimated at around 7. 6% so revenues should reach some $51. 5 billion by 2016. Asia has the highest regional growth rate of 17. 3%for E-learning.

Aspects of E-Learning

E-learning can be synchronous (real-time) or asynchronous (flex-time). Synchronous e-learning includes technology such as video conferencing and electronic white boards (Romiszowski, 2004), requiring students to be present at the time of content delivery. Asynchronous applications include programmed instruction and tutorials that allow students to work through the screens at their own pace and at their own time. Most of the courses available on the Internet are based on this asynchronous model (Greenagel, 2002). Students can be involved in e-learning from distributed locations, as in distance learning, or from the same place, such as using a group support system in a classroom to work on an assignment (Gunasekaran et al. , 2002. The mode of course delivery can be entirely electronic (with or without an instructor) or take a more blended approach integrating electronic and classroom delivery to varying extents. Many current e-learning offerings follow the latter mode, taking advantage of the benefits of various types of delivery (Jack and Curt, 2001).

Table1: **The Dimensions of E-Learning**

Dimension	Attribute*	Meaning	Example
Synchronicity	Asynchronous	contentdeliveryoccursatadifferenttime thanreceiptbythestudent	lecturemoduledeliveredvia email
	Synchronous	contentdeliveryoccursatthesametimeas receiptbythestudent	lecturedeliveryviawebcast
Location	Sameplace	studentsuseanapplicationatthesame physicallocationasotherstudentsand/orthe instructor	usingaGSStosolveaproble mina classroom
	Distributed	Studentsuseanapplicationatvarious physicallocations,separatefromotherstud entsandtheinstructor	usingaGSStosolveaproble mfrom distributedlocations
Independence	Individual	studentsworkindependentlyfromone anothertocompletelearningtasks	studentscompletee- learningmodules autonomously
	Collaborative	studentsworkcollaborativelywithone anothertocompletelearningtasks	studentsparticipateindiscu ssionforumsto shareideas
Mode	Electronically only	allcontentisdeliveredviatechnology, thereisnoface-to-facecomponent	anelectronicallyenableddis tancelearning course
	Blended	e-learningisusedtosupplementtraditional classroomlearning	inclasslecturesareenhance dwithhands- oncomputerexercises

*Thedefinitionsoftheseattributesarediscussedinavarietyofsourcesincluding(Ongetal. ,2004),(JackandCurt,2001), and (Greenagel, 2002)

Challenges in higher education
Q1. How to minimize the expenditures and maximize the functions areas in effective teaching-learning processes?
Answer: The possible suggestion could be auditing and analyzing the effectiveness of e-learning process in context to various teaching learning processes and put a threshold on the expenditure to find out the optimum results.

Q2. How to regulate, control and maintain positive bundles relating to extension of mod-pedagogy at national/international levels by e-learning tools and technologies?
Answer: There are variety of tools available in various markets. As far as Asian market's concern it's a growing market for e-learning tools as stated earlier the growth rate is also highest in this field which shows that there is a scope of penetration in the market and it can be regulated and optimized based upon the level of expenses and reach of learners accordingly.

Q3. How to share and distribute financial processes relating to marketing and promotion of e-learning in professional fields at national/international levels?
Answer: Peter Drucker said that *webucation* or e-learning is next great opportunity in global market. We are already observing in since last decade that it has been significantly commercialized in education and businesses and now it has open up various job opportunities in the field of training and development of education and business. It is again a relative approach to answer this challenge for any particular market. Most of the countries have achieved excellence in this field but sustainability is the key to success in this particular field.

Analysis

- 88% of the respondents have shown positive sign for e-learning. Most of the respondents feel that it is the best medium for distance learners.
- Most of the respondents feel that it is the responsibility of the educational institute to deliver the teaching learning process through various mediums.
- There is a positive sign by all the respondents about the accessibility i. e expanding the learning environment anytime and anywhere
- Respondents believe that e-learning increases flexibility, convenience, and the ability to work at any place where an Internet connection is available and at one's own pace
- 85% respondents say that the time and cost of commuting to and from campus are eliminated. E-learning provides students with the ability to communicate with classmates independent of distance and can be adapted to learners' needs.
- E-learning promotes individualized instruction or learner-centred education where students may set their own objectives and explore their own learning needs online.
- E- Learning facilitates research and result into one of the best mediums for secondary data analysis. It facilitates interaction among various learners across globe.
- The most important factors in selecting technologies for e-learning are reliability, the security of student data, ease of use for both faculty and students, and effectiveness. Most of the people use it for maintaining their work and accessing it anytime for deliverable purpose.
- 80% respondents do not agree that they have sufficient or effectual analytics to ensure the efficacy of e-learning courses or to measure the impact that e-learning initiatives have made on strategic goals
- 82% respondents are most concerned about the technological know-how of faculty and the adequacy of e-learning staff. As learners can use it only when faculty and staff can deliver it in a proper way.

Suggestions
The majority of students are now non-traditional, and their demand for more

technology and the flexibility it offers has fueled the drive for e-learning initiatives in higher education. However, not all institutions are meeting this demand, and many feel that they are lagging in their e-learning initiatives. Institutions in general need improvement in the areas of outcomes assessment, policies and governance around e-learning, and investment in faculty and staff. There are few recommendations made on the basis of analysis

- Make e-learning initiatives part of the institution's strategic plan and budget, and set specific goals for e-learning initiatives
- Faculty development programs should be deployed as e-learning technology is adopted. Help faculty incorporate technology for e-learning into their courses, particularly in online courses.
- Establish clear e-learning incentives, but be realistic about the speed with which faculty interest in teaching with technology will grow.
- In our opinion e –modules with or without video conferencing /actual interactional teaching learning methods may be promoted by national/internationally marketing agencies to provide new knowledge applications with new technological know-how? It will minimize expenditures on Higher Education and provide extra revenue for sustainable professional educational systems.
- Selection of tools and technique is also important as availability is enormous and it should be done keeping in mind ease of integration, security, reliability and effectiveness. Primary criteria of selection should be the flexibility and level of training in e-learning of the organisation or learners.

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